

## Durham Parks and Recreation Program Proposal Requirements

Thank you for your interest in partnering with Durham Parks and Recreation to provide quality recreational choices for our community. This proposal form is used to determine if and how we can best partner together to provide programs and services. Proposals must be complete, and must be received by 5 p.m. on the fifteenth of the month. They will be reviewed by the Program Advisory Committee on the first Thursday of the following month. Proposals received after this deadline shall not be reviewed until the following rotation.

### Overview

The City of Durham Parks and Recreation Department (DPR) will receive Program Proposals (and supporting information), from individuals/agencies/organizations wishing to provide Recreational/Instructional Programs.

### General Information

Proposals must be received by DPR either by mail or hand delivery. Facsimile transmissions will not be accepted. Each applicant shall submit 1 original hard copy and 1 electronic copy (CD or email version to [Jessica.Finelt@durhamnc.gov](mailto:Jessica.Finelt@durhamnc.gov)). Any questions regarding Proposal specifications and process should be directed to the chair of the Program Advisory Committee of DPR. Receipt of a Proposal submission in no way constitutes an agreement by DPR to accept any program proposal.

### Specifications

Proposals may offer to provide specific or varied recreational/instructional programs that are consistent with the general nature and mission of DPR's public recreation offering.

- Proposals are encouraged, but not limited to the leisure activity areas of youth and adult athletics, wellness and exercise, art instruction, education, personal development, cultural and performing arts, and other related areas that are acceptable as public recreation offerings. (See checklist on program Proposal Form)
- Proposals can be similar to or different from current programs offered.
- Proposals must demonstrate a reasonable price and value for the public recreation offerings.
- **Proposals must not rely solely on DPR to provide financial support.** DPR may assist in providing administrative support, including facility scheduling (rental fees to be included in Proposal budget), advertising, conducting registrations, etc. **The individual or agency submitting the proposal should be contributing to the project and not relying on the City or program fees to pay all of the expenses.**
- Recreational/Instructional programs must utilize a DPR owned or leased facility.

- DPR makes no warranty, or guarantee of success, of any recreational/instructional program operated as a result of a partnership made pursuant to this Proposal.
- DPR will not approve any proposal or a part of any proposal if it is contrary to laws, statutes, ordinances, policies, or procedures of DPR or the City of Durham. It is within the discretion of DPR or the City of Durham to deny proposals that are not in the best interest of the citizens of Durham.

### Submission Elements

All submissions must clearly describe the scope of recreational/instructional programs. Include details of your approach and plan. Please explain why your approach and plan would be effective and beneficial to DPR as a public recreation offering. The following areas shall be presented in detail.

- General Information: Include information about your agency and the program you are proposing. Page 1 of the Proposal form asks which type of “program operation” you are requesting. These are defined as follows:
  - Sponsored: DPR will handle most of the expenses and pay most/all materials and instructor costs.
  - Co-sponsored: DPR and the applying individual/agency will share the income and expense for the program.
  - Independently Operated: The applying individual/agency will handle the majority of the operations, income, and expense for the program with a small amount of oversight (or support) from DPR.
- Operation: Applicant shall complete all lines (or appropriate check boxes), including program type, gender and age group(s) targeted, seasons/dates proposed, program hours, and space requested (include specific facility if known), equipment provided/needed. Be sure to describe who will staff the program, as well as who will pay staffing costs. On pages 2-3, please give a detailed description of the program, its goals and benefits and how you will ensure it is accessible and inclusive. Also describe your marketing plan and who is responsible for each item.
- Budget: The proposal must include a detailed budget of all costs associated with the recreational/instructional program (including any facility rental fees that you are requesting that DPR waive, these fees can be found on pages 14-22 at [http://www.durhamnc.gov/departments/parks/pdf/fy10\\_fees\\_charges.pdf](http://www.durhamnc.gov/departments/parks/pdf/fy10_fees_charges.pdf)) and any proposed fee(s), that will be charged to participants. Please provide detailed information regarding who will be responsible for the expenses. **Use budget sheet provided to complete this section.**
- Coordinating staff and agency representatives: Be sure to list contact information for all staff and agency representatives.
- Qualifications and References: Applicant must present evidence that they are fully qualified and have substantial experience in the field and in the instruction and/or conduction of the program. Attach copies of certifications, licenses and etc. Letters of recommendations and/or references should also be included with the proposal. Provide a list and description of similar programs satisfactorily performed/completed within the past three (3) years. For each program listed,

include the name and telephone numbers of a representative who can verify the information you provide and speak to their satisfaction of your performance.

- **Other Information:** Any additional information to assist DPR in its evaluation of the proposal.

#### Approval Criteria –

Approval of a Proposal will be based upon consideration of the following:

- **Consistency w/ DPR's mission** – programs outside of our scope, will not be considered  
**Durham Parks and Recreation Department's Vision Statement:**  
“Durham Parks and Recreation will be Durham's leading resource for recreational choices to help citizens enjoy life while contributing to their health and well-being.”
- **Accessibility** – can any individual regardless of ability, participate in the program.
- **Type and Amount of Sponsorship requested:** Sponsored, Co-Sponsored Independently Operated
- **Budget Feasibility:** Can the project be completed with available funds? If requesting DPR sponsorship or co-sponsorship is there enough in DPR's current budget?
- **Budget Structure:** Are all parts of the requested budget information complete? Is it logical, coherent and detailed?
- **Marketing Plan Feasibility and Structure:** What avenues are being used to advertise the program? Is the plan logical, coherent, and detailed? Are the marketing materials likely to reach the number of people and target population that are specified in the plan? Does the plan meet City requirements?
- **Affordability:** Based on the income characteristics of the target population is the pricing structure comparable to DPR's approved fee & charges schedule?
- **Professional qualifications:** How qualified are the staff that are included in the program proposal?
- **Past Experience:** Is there evidence of a high level of experience with past programs? Are there documented past successes?
- **Availability of appropriate facilities?** Could the program function at any facility or does it need a specific location/space?
- **Does the program proposed complement** vs. compete with existing programming
- **Does the program proposal come from a City of Durham resident or business**
- **Letters of recommendations and/or references are provided**
- **Interviews or video tapes are provided – if requested.**
- **NOTE** – Prior to any program being offered all proposed instructors must be able to pass a drug screen, physical and a yearly background check conducted by the City.

### Acceptance of Proposals

Proposals will be evaluated by DPR's Program Advisory Committee for the value and benefit the proposed recreational/instructional program will bring to the overall public recreation offering. DPR reserves the right to reject any or all Proposals received, or portions thereof. DPR is allowed to waive any formalities or overlook irregularities in any Proposal received, and to award in whole or in part to one or more applicants. DPR may take actions it deems to be in the best interests of DPR and our citizens.

Each applicant will be notified if their proposal(s) has been accepted or denied, and/or whether subsequent negotiations will occur. If the proposal is accepted, the recreational/instructional program will be added to DPR's recreation program inventory. Acceptance of proposals does not guarantee that DPR will offer the recreational/instructional program. Also, DPR may discontinue the recreational/instructional program, at any time.

### Indemnification

General Indemnification: To the fullest extent permitted by laws and regulations, successful applicant shall indemnify, defend, save and hold harmless DPR, its officers, agents and employees, harmless from any and all claims, damages, losses, liabilities and expenses, direct, indirect or consequential arising out of or alleged to have arisen out of or in consequence of the service furnished by or operations of the successful applicant or his subcontractors, agents, officers, employees or independent contractors pursuant to the Contract, specifically including but not limited to those caused by or arising out of any act, omission, negligence, or default of the successful applicant and/or his subcontractors, agents, servants or employees in the provision of the services under the contract.

Patent and Copyright Indemnification: Successful applicant agrees to indemnify, defend, save and hold harmless DPR, its officers, agents, and employees, from all claims, damages, losses, liabilities and expenses arising out of any alleged infringement of copyrights, patent rights and/or the unauthorized or unlicensed use of any material, property or other work in connection with the performance of the Contract.

### Proposal Submittals

Proposal should be submitted to the City of Durham Parks and Recreation Department along with this signed page from the instruction for program proposals.

Mail proposals to:     City of Durham  
                                 Parks and Recreation Department  
                                 Attn: Program Advisory Committee Chair  
                                 101 City Hall Plaza  
                                 Durham, NC 27701

Or deliver to:           Parks and Recreation Department  
                                  400 Cleveland Street  
                                  Durham, NC 27701

Remember to also submit a CD or emailed version to [Jessica.Finelt@durhamnc.gov](mailto:Jessica.Finelt@durhamnc.gov)

For more information, call the City of Durham Parks and Recreation Department at 560-4355.

Last revised: 4/16/10